

THE TRANSPORTATION LINK



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Disadvantaged
Business Utilization

October 1 marks the beginning of the new fiscal year at the U.S. Department of Transportation (DOT). The *FY 2003 Procurement Forecast* is a collection of projected opportunities from the DOT Operating Administrations. The *Forecast* will be posted on the OSDBU web site at <http://osdbuweb.dot.gov/business/procurement/forecast.html> on October 1 and will be available in print shortly thereafter.

The DOT Transportation Security Administration (TSA) was created in November 2001 and now has set programs and acquisition procedures in place. We know that many of you have been interested in learning more about this new Operating Administration and how you might be able to work with them in the future.

In this article we talk about the purpose of TSA, the focus of their efforts, the new TSA Small and Disadvantaged Business Utilization Program, and initiatives that TSA will be undertaking to support small businesses. OSDBU is working closely with TSA at the departmental level in an effort to keep our small business community informed of TSA initiatives and opportunities.

Our success story this month is on Bernadette Yu of *For Your Information (FYI)*. Her entrepreneurial spirit and her commitment to the core values of her parents have both helped her guide her company to great success.

TSA: Making the Connection with Small Business

The Aviation and Transportation Security Act (P.L. 107-71), signed by the President on November 19, 2001, created the Transportation Security Administration (TSA) in the Department of Transportation. The law makes many fundamental changes in the way transportation security is performed and managed in the United States. For the first time, aviation security is a direct Federal responsibility, overseen by the Under Secretary of Transportation for Security in charge of the TSA who reports directly to the Secretary of Transportation. In addition, all transportation security activities will be managed by one agency.

The job of the TSA is to look at threats all across the national transportation system and prevent disruption by terrorists. The TSA will work with all of the agencies of the United States Government to take advantage of the best available intelligence information. The TSA will design and operate a system of overlapping systems, some that are visible to the public, while others are not. Sophisticated uses of information and advanced technology will be among the tools of a flexible, well-trained and well-equipped security force.



As Transportation Secretary Norman Y. Mineta emphasizes in his Message from the Secretary pertaining to the U.S. Department of Transportation 2003 Budget, "The tragic events of September 11th have left all Americans with a renewed sense of appreciation and awareness of the systems that support our way of life. As we look forward to 2003, we must continue our ongoing goal to improve the safety of transportation for our citizens. By encouraging improvements in engineering, and the

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use of new and emerging technologies, and through public awareness and educational campaigns, the Department of Transportation will continue to press for safety improvements in all areas of transportation."

As we approach 2003, TSA has established set programs and acquisition procedures. One program of interest to the small business community is the Small and Disadvantaged Business Utilization Program, created to provide a more active approach in promoting the participation of small and disadvantaged firms in the business relationships of TSA. Specifically, the purpose of this program is to provide advocacy and direction to all small businesses that provide products and services to TSA. The TSA Small and Disadvantaged Business Utilization Program will coordinate with the mission and vision of the DOT Office of Small and Disadvantaged Business Utilization (OSDBU) at the departmental level.

Initially the focus of TSA's work with small businesses has been with Subcontracting Opportunities. They have also made purchases with small businesses through simplified acquisitions. As the Small and Disadvantaged Business Utilization Program becomes more established, it is anticipated that procurement activities with small businesses will increase.

Participation of small and disadvantaged businesses will be supported through the following initiatives:

- Contract awards to small businesses
- Subcontracting opportunities for small businesses
- Set-asides for all small businesses
- Vendor outreach sessions
- Small business forums and workshops
- Mentor-Protégé Program

The Program Manager of TSA's new Small and Disadvantaged Business Utilization Program is Ramona Jones. Ms. Jones has had extensive experience working with the small businesses

community, most recently in her position as the Deputy Director of the Office of Small and Disadvantaged Business Utilization (OSDBU) at the Department of Commerce.

Like the other DOT Operating Administrations, TSA will post public contract opportunities on the FedBizOpps web site at www.eps.gov. If you subscribe to the FedBizOpps Acquisition Notification Service (e-mail notification system) one option is to request announcements on all of the U.S. Department of Transportation opportunities, or you can limit your request to notification of TSA opportunities.

TSA prime contractors are listed in the DOT Subcontracting Directory which can be viewed at <http://osdbuweb.dot.gov/business/procurement/subcontract.html> Included is the prime contractor name, contract number, point of contact telephone number, and a description of the subcontracting services/supplies. When available, in the TSA section, a hyperlink to a fact sheet describing the prime contract is provided.

The TSA web site can be accessed at www.tsa.dot.gov. This site is being expanded and enhanced as updated information is available. There is a Business Opportunities section at http://www.tsa.gov/business_op/business_op_index.shtm.



TSA is in the process of planning local vendor outreach sessions. OSDBU will work closely with TSA to post this information, and other items of interest to the DOT small business community, on the OSDBU web site at <http://osdbuweb.dot.gov> and send out announcements over the OSDU News By E-Mail service <http://osdbuweb.dot.gov/about/lists/lists.html>.

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Unlocking the Keys to *FYI's* Success

In 1987, Bernadette Yu took a gamble. Determined to become her own boss, she made a decision to establish her own computer education and training firm calling it *For Your Information (FYI)*. Fifteen years later she has never looked back.

A first generation U.S. born Chinese, Ms. Yu is the fifth of six children who grew up in a household where education was the top priority. Her parents saw all six children through college in addition to two PhDs and three Masters Degrees between them. Today, five of the children have very successful businesses and Ms. Yu credits that focus on education for their success.

Ms. Yu also recently fulfilled a dream. This past summer she organized a trip to China with her parents and family, discovering for the first time the roots of her mother and father. Ms. Yu says that the insight from this emotional trip helped her understand the importance of the values that her parents imparted on her brothers and sisters in America.

The entrepreneurial spirit of Ms. Yu was buoyed by her enrollment in the 8(a) program. She explains that the certification program opened doors for her company and provided her with access to resources that were supportive of minorities and the disadvantaged. FYI was certified in the 8(a) program until they graduated in the summer of 2000. The 8(a) certification she notes gave her a strong boost of confidence and helped her jumpstart her company.

FYI now provides first-rate computer services to government entities, private industry, associations and small businesses. It has evolved from a small company providing comprehensive computer education and training to a full service computer services firm, seventy employees strong. Ms. Yu explains that her goal was to build a company where staff feel nurtured by the culture, energized by

the 'team-ship,' and challenged by the caliber of clients."

Their customer list includes more than nine hundred government and commercial clients in forty-one states and eleven countries. Ms. Yu has been

the previous year. When discussing long-term corporate goals, Ms. Yu states that she "doesn't necessarily want to be the biggest, but to be one of the best in her industry." She wants to continue to build a company teamed with dedicated professionals who are challenged and excited about their service to their clients.

When asked "Where did the entrepreneurial concept come from?" Ms. Yu replied "It's in my genes." Her father was a self-employed Aeronautical Engineer who once ran his own warehouse and factory in Beltsville, MD. She states that the core values, the entrepreneurial spirit, and the "beat the odds" outlook come from her parents.

The key to the company's success, according to Ms. Yu, is holding true to the company's motto "To treat the customer with honesty, fairness and sincerity" and growing the business while keeping a very watchful eye on what's important – the customers and employees.

Despite FYI's success, Ms. Yu says she takes nothing for granted. "Staying true to the core values that helped build this company is not an option, it's an obligation."



Secretary Mineta, Bernadette Yu and Admiral Loy*

grateful for the help of her partner, Richard H. Kaiser, FYI's vice president who helped her establish the business.

Ms. Yu is proud of the recognition FYI has received for their efforts. FYI was selected by the U.S. Department of Transportation (DOT) as the 2001 recipient of the Coast Guard's Woman-Owned Business Enterprise of the Year. The company has held over one hundred DOT contracts and was recently awarded two major contracts with the Coast Guard. The first contract provides Information Technology Support Service for the Coast Guard Headquarters including LAN/WAN support; help desk operations; database administration; Information Center support services; and training and education. The second contract involves converting the electronic forms used by Coast Guard personnel nationwide to the Coast Guard new standard forms software – Adobe Acrobat.

Every year since FYI opened its doors fifteen years ago, the company has turned a profit and revenue has increased. Some years, revenue has doubled from

For more information on For Your Information (FYI), you can call them at (301) 586-8500, e-mail them at fyi@fyinfo.com, or view their web site at www.fyinfo.com

** Admiral Loy retired from the U.S. Coast Guard and is currently the Acting Undersecretary of the DOT Transportation Security Administration. Admiral Thomas Collins is now the Commandant of the U.S. Coast Guard.*

New Chair of National
Women's Business Council
(NWBC)

Marilyn Carlson Nelson, chairman and chief executive officer of Carlson Companies has been sworn in as the new chair of the National Women's Business Council (NWBC). Nelson, a prominent woman business owner in Minnesota, will serve as the NWBC's chief adviser to the President, the Administrator, Congress and the Interagency Committee on Women's Business Enterprise on economic issues, policies and programs that encourage women's business ventures.

Established in 1988, the NWBC serves as an independent source of advice and counsel on matters of importance to women business owners and on the effectiveness of programs and policies designed to support women-owned businesses.

As chair and chief executive officer of Carlson Companies, Nelson has direct management responsibility for one of the largest privately held corporations in the world.

Women entrepreneurs have become a significant force that is shaping the new economy of the country.

Additional information about the NWBC can be found online at www.nwbc.gov.

CALENDAR OF EVENTS FOR
October/November 2002

DATE	EVENT	CONTACT
Oct. 14-17	9th World Congress on Intelligent Transport Systems Chicago, IL	Robert Willis 202-484-4544 rwillis@itsa.org www.itsworldcongress.org
Oct. 16-19	23rd Annual USHCC National Convention U.S Hispanic Chamber of Commerce Los Angeles, CA.	202-842-3221 http://www.usbcc.com
Oct. 18	How To Become a Federal Supply Schedule Contract Holder Washington, DC	bscnrc@gsa.gov
Oct. 23-24	Business Womens Network (BWN) Women and Diversity Leadership Summit and Gala Washington,DC	Babita Reis 202 463-3776 reis@tpag.com https://www.bwni.com/2002summitgala
Oct. 28-31	National SBIR Conference Burlington, VT.	Stacey Welchel 360-683-5742 sbir@dbamlg.com http://www.sbirworld.com
Oct. 28	National Women's Leadership Business Conference 2002 Washington, DC	Debra Williams 703-370-0706 bbpn@starpower.net http://www.mbpn.org
Nov. 14	National Defense Industrial Assoc. Technology Conference Denver, CO.	http://www.ndia.org

<http://osdbuweb.dot.gov>

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